

*Presiding: Annabel Sheinberg - Chair*

<b>Time</b>		<b>MINUTES</b>	<b>Presenter</b>
10:00 a.m.	1.	Welcome .....	Annabel Sheinberg
10:05 a.m.	2.	Approval of Past Minutes ..... • September Full Meeting • September Executive Meeting	Annabel Sheinberg
10:10 a.m.	3.	DWS Budget Request .....	John Nixon
10:20 a.m.	4.	Legislation for Parent Representative .....	Michael Sullivan
10:30 a.m.	5.	Sub-Committee Reports • Public Awareness ..... • Ad Hoc: Employer Supported Child Care .....	Carrie Stott Hydee Willis
10:50 a.m.	6.	CCR&R's new Database.....	Carrie Stott
10:55 a.m.	7.	Advocacy Update .....	Karen Crompton
11:05 a.m.	8.	Lights On Afterschool! Proclamation .....	Bobbi Ikegami
11:15 a.m.	9.	Licensing Update .....	Deb Wynkoop
11:30 a.m.	10.	Director's Report..... • Governor's Literacy Summit • Update on Economic Impact Study • Results of the Oliver! Night Fundraiser	Lynette Rasmussen
11:45 a.m.	11.	Old & New Business, Chair Comments..... • Response to Salt Lake Tribune Article on 10-5-04	Annabel Sheinberg
11:55 a.m.	12.	Public Comment	

**ADJOURN**

**Attending (\*denotes voting member):**

\*Carrie Stott  
\*Pete Maiden  
\*Megan Cisney  
\*Bobbie Ikegami  
\*Sheila Lewis  
\*Lori Maughan  
Johnny Anderson  
\*Hydee Willis  
\*Marian Hein  
\*Donna Crapo  
\*Karen Crompton  
\*Erin Trenbeath-Murray  
Stan Eckersley  
Dan Frei  
John Nixon

Michael Sullivan  
Diane Wilkinson  
\*Annabel Sheinberg  
\*Lynette Rasmussen  
Jessica Strout  
Caroline Kueneman  
Sarah Yerman  
Karen Silver  
Amy Hatten  
Teresa Whiting  
Erin Bitterholf  
Dave Baldwin  
Randy Hoyt  
Christi Christian- Minutes

**Excused/Absent:**

\*Judie Erickson  
\*Amy Stevens  
\*Deb Wynkoop  
\*Scott Neilson  
\*Peter Corroon

\*Richard Starley  
\*Laura Oscarson-Wilde  
\*Judy Miller  
\*Leslie Bosen

**ITEM 1      Welcome**

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Annabel welcomed all to the meeting and asked that those not on the board introduce themselves.  
-John Nixon, Director of Budget in Dept of Workforce Services, Executive Director's Office.  
-Jessica Strout, Child Care Licensing and representing Deb Wynkoop.  
-Sarah Yerman, Dept of Education and has started the new position that OCC and USOE has created.  
-Karen Silver, child advocate  
-Patrice Schell, OCC staff  
-Stan Eckersley, Budget Analyst, Governor's Office.  
-Dan Frei, Budget Analyst, Governor's Office.  
-Erin Bitterholf, PFCCA.  
-Teresa Whiting, OCC staff  
-Caroline Kueneman, OCC Staff  
-Diane Wilkinson, family child care provider  
-Amy Hatten, Kids on the Move in Utah County

**ITEM 2      Approval of Past Minutes**

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Erin Trenbeath-Murray made a MOTION TO APPROVE all minutes from last month.  
SECOND by Karen Crompton  
CARRIED

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**ITEM 3          DWS Budget Request**

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Two Weeks ago, DWS submitted the overall budget request for next year. There were several requests for additional funding. DWS requested 2 million for child care, which would draw down 7 million, giving us 9.7 million total.

Besides child care, DWS requested additional funding for general assistance and food stamps.

The rationalization for this request is that if reauthorization happens, there won't be enough money to cover child care assistance as it's administered currently. Reauthorization will mean that we can no longer use TANF funds for child care. With increased participation requirements, we will need even more money to fund child care. If we don't get this request and reauthorization happens, it will alter the way child care benefits are paid.

*What can the Advisory Committee do to help make this a successful request?*

As citizens you are welcome to write letters of support and do whatever you want to do. Make it a priority to talk to the legislature and educate them. Create that relationship now, as early as possible. They don't fund things until they absolutely need to. Explain to them why this is needed now. Explain the benefits of funding child care now and what could happen if we don't.

When legislatures are faced with only funding one of these three things (financial assistance, food stamps, child care) it is a difficult decision. But if we increase child care help, other problems may diminish for families. Plus, we are leaving a lot of federal money on the table by not drawing down match.

Keep in mind that legislatures need to know what we are buying. If we get 3 million dollars more, what are we going to do with it! We need to show that.

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**ITEM 4          Legislation for Parent Representative**

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Michael Sullivan told the committee to remember that it is better to build a relationship with the legislature now than to appear strident during the legislative session.

Copy Michael on anything that is sent out. Remember to show the need and what we're getting for the dollar we're spending.

Michael passed out a list of all the legislation that is going to interim committees. A technical change to the Office of Child Care Code 35A-3-205 will simplify the committee membership by providing a larger pool for the selection of a candidate for the advisory committee. It would now read "Representative of household receiving child care subsidy from DWS," rather than the current language which says, "A parent who receives a child care subsidy from the office and is representative of a single-parent household with children through age 12."

The entire interim committee is supporting this request. In case anyone would like to contact the interim committee about this, Christi will email their names and contact info.

Lynette will do a 5-minute report to them on October 20 at 9:00 am.

The OCC Annual Report will be printed in November and all Legislatures will be given a copy. Also, the Child Care Subsidy Simplification Study will be presented to Legislatures in November.

New leadership will take effect November 10!

If you are interested in knowing who your representatives are, go to [www.utahchildren.org](http://www.utahchildren.org), type in your address and a list of your representatives will come up.

## ITEM 5      Sub-Committee Reports

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### **Public Awareness-**

This Sub-Committee discussed updating/revising the talking points card. We would like to change the format to a tri-fold, still business card size. This would give us 6 columns to put information on. One side would have three sections: Infant, Early childhood and school age. Each age group would list demographic data and quotes from Dr. Shonkoff's work. On the other side, the three columns would be separated into budget/funding information, Care About Child Care information and Workforce information. It also will need to include some information about what we would do should we draw down match or get more money from the state.

We also talked about ideas for the next Care About Child Care Campaign. Some suggestions were numeracy and science, social and emotional, and school age. We want to include experts for credibility on the issues. The Sub-Committee also liked the suggestion to do a theme that shows the value of regulation, benefits to employers when quality child care is available to their employees, decrease in crime and the idea that \$1 spent now saves \$7 in the future, and show that child care is an economic driver in what child care business put into the economy.

The favorite idea was a combination of Carrie and Annabel's suggestion to show what Utah is doing about child care and what individuals are doing about child care. Go with the main theme that Utah Cares About Child Care and I Care About Child Care by showing testimonials from individuals. Examples are police chief/sheriff, child care providers who have participated in training or grants, employers, licensors, a legislator, teachers, families, etc.

If you have ideas or comments, let Carrie or Lynette know within the next week. We'd like the campaign to run during the legislative session.

The last thing the Sub-Committee talked about was OCC's website. If you get a chance, please go to the website before next month's meeting and see what you think could be done to make it more user-friendly. There are certain colors/fonts/graphics we need to stick to by state rules, but content can be changed.

### **Employer Supported Child Care-**

This Ad Hoc Sub-Committee wants to put together a resource guide to educate and inform the business community on options they have for child care available to offer employees. Part is to provide info on onsite child care, but there are other options such as contracting with existing providers, or as simple as giving employees the number to CCRR.

We'd like to distribute handbooks to employers and have a seminar in May at the Employers Conference. A summary of the handbook could be available to the general public and employees.

#### ITEM 6          CCR&R's New Database

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The Child Care Resource & Referral Agencies currently use the NACCRA Ware database to store information about providers and parents who use their services. NACCRRRA (the National Association of Child Care Resource and Referral Agencies) created a database for CCR&R's across the county. This database is not doing all of the things that NACCRRRA claimed it could do. Lynette wrote a letter to the director of NACCRRRA explaining the problems that Utah has had in using the database. We never received a response. So, CCR&R has hired someone to create a new database to replace NACCRRRA Ware. Eventually this database will be housed in DWS and maintained by DWS LAN Techs. This is a huge savings since we will no longer pay a server fee yearly.

This database will meet all of Utah's needs and will be easy to maintain and make changes to. This database is more than ½ way completed. Our goal is to have it finished by January for testing and to fully implement on July 1, 2005.

Providers will be able to view their own records and send changes to the CCRR to update.

#### ITEM 7          Advocacy Update

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The Candidate Briefings, "No Candidate Left Behind" program went very well. Child care is one of the issues that Utah Children covered in their briefings. They explain the importance, cost, benefits and clarify the funding. Karen Crompton also tells them to expect the Economic Impact Report. Karen has also spoken to both candidates for Governor. She will be interviewing them on October 29<sup>th</sup>.

The Federal Reserve Bank of Minnesota did a report on the economic benefits of investing in child care. It talks about the payback over time for investing in quality child care. Karen will send Lynette a copy.

It is a good idea to begin talking to your legislator now. Talk to the executive of appropriations, talk to the committee, the groups that will see the bills, and the DWS committee.

The Advisory Committee would like the advocacy update to be an agenda item each month.

#### ITEM 8          Proclamation

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Bobbi shared a story about a little girl who was on a waiting list to get into one of the afterschool programs. On her way home from school one day she was assaulted. While we don't want to exploit the family, this is the type of story legislators need to hear. It's a side to the lack of afterschool care that no one thinks about.

October 14 is the national celebration for Lights On Afterschool! Governor Walker is going to sign a Proclamation recognizing the event. Bobbie brought a proclamation to Advisory Committee that she would like to have signed by Annabel showing OCC Advisory Committee's support of afterschool programs.

MOTION to approve signing the proclamation to support afterschool care- Erin Trenbeath-Murray  
SECOND- Sheila Lewis  
CARRIED

There are 35 registered celebrations in Utah. OCC is having a celebration for this building on Oct 13. A press release went out from DWS, there will be a news release go out today to announce our event, and Clear Channel network will run 3 PSAs for us.

ITEM 9          Licensing Update

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The Licensing Advisory Committee Meeting is 9:00 am tomorrow in room 125. They will be announcing the new members.

The Playground Safety Conference is this Saturday. Registration is free.

ITEM 10          Director's Report

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Governor's Literacy Summit

The Governor's Literacy Summit is November 16, 9:00 a.m.–5:00 p.m. at the South Towne Expo Center. Good opportunity to attend.

Results of the Oliver! Night Fundraiser

Ticket sales were at \$2,500 and with match we made \$8,900 for Care About Child Care. 70% of that needs to be spent on subsidy and 30%, which is \$1,900, can be spent on quality.

Beginning in January, a group of MBA students from the U of U Eccles School of Business will work with us to create a 5-year strategic plan, bi-laws, and a board. This is very exciting!

Update on Economic Impact Study

BBC is having trouble getting information from urban child care providers. They have plenty of rural data. They will be contacting the Provider Associations and CCR&Rs again to help them gather more data from urban providers. Also, having a difficult time with parent surveys. Very large portions of parents are using informal care.

Child Care Policy Simplification Study

The committee is meeting today to discuss recommendations for simplification. These recommendations will be presented to Raylene next week. This process has enabled us to make great strides in relationships with the auditors. The policy team will present the recommendations to Advisory Committee at the November meeting.

Work/Life

Work/Life Award Nominations are now being accepted.

Ad Hoc Sub-Committee- Capping Career Ladder and Training & Longevity Awards

Teresa Whiting from OCC will chair an Ad Hoc Sub-Committee from the Advisory Board to look at ways to possibly cap the Career Ladder and Training & Longevity Awards. Every year OCC's budgeted amount for these awards is spent before the end of the year and we need to move money from one program to another to cover the expense. In the event that TANF is reauthorized and we are forced to cut our budget, we need to find a way to cap spending. Under Utah contracting laws, this is an entitlement so we can't refuse to pay anyone who qualifies. We can't just tell them we've run out of money.

The meeting will be October 21, 2:00 in room 211.

*Questions / Concerns:*

If this program is so successful why are we trying to cap it, or cut back? Can't we cut back in other areas or weigh importance against other OCC programs? - *Erin Trenbeath-Murray*

Classes are always worth the time. The money earned goes back into the child care program. We need to be careful- providers are prickly. - *Diane Wilkinson*

In the rural areas it can take a whole year to complete a Career Ladder level. Providers will travel to be able to do levels and then turn around and put the money back into child care. Those monies have been a huge plus to improving child care. - *Donna Crapo*

This program is wildly successful. The course offerings have doubled. We don't want to stop the momentum. It equals better quality for children. We've sparked a feeling of professionalism in providers, this program lets them know we care that they are doing child care and staying in the business and that this office depends on quality child care. - *Amy Hatten*

Could we fundraise for Professional Development money only?

Could the Kindergarten piece come into play for professional development money? - *Karen Crompton*

All of these concerns and comments can be put on the table at the meeting on the 21<sup>st</sup>.

Date requested for the meeting on the 21<sup>st</sup>:

- Reduction in turnover since program was implemented.
- How much is the increase in needed funds each year?
- What would be possible line items that could be drawn from to cover the expense?
- What do other states do?

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ITEM 11      Old & New Business, Chair Comments

*Response to Salt Lake Tribune Article printed on 10-5-04*

There were many inaccuracies in the article. Should the Advisory Committee respond?

The board feels that this is a licensing issue and that the Office of Child Care should stay out of it.

At the hearing, the owner of All Aboard Training Junction argued that his wife was being discriminated against because of her ethnicity and that licensing isn't consistent in their playground safety regulations. He was asked if he received a due process to refute charges. His response was, yes but only after his name had been damaged. Grant funds and subsidy was pulled from him. Other program owners gave testimony. Representative Curtis latched onto the fact that when a provider goes through the appeals process, they are in front of a law judge that was essentially on Licensing's side. One program owner had prepared her entire defense and wasn't allowed to have witnesses testify.

Johnny Anderson said that what licensing does comes from a good place in their heart, but they have very broad rule making. Complaints need to be handled differently. Once upset parents and employees realize they have complaints as a weapon, they use it viciously. Licensing will usually find a way to tie the complaint to a deficiency.

Another issue providers have is that there are so many tiers to regulation. Some providers are required to do one thing while other providers have very minimal requirements. Johnny is not against regulation of child care, he just wants consistent regulation for everyone!

Lynette will be attending the hearing on October 26 to testify. There is intent to sue DWS so she is limited in what she can say.

ITEM 12      Public Comment

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No public comment

**ADJOURN**